

MARKETING AUTOMATION

Simple
Cross Sell Promotion



A very simple cross sell promotion to get you started with marketing automation.



As you know 80% of your sales come from 20% of your customers.

CAPITALIZE ON THIS!

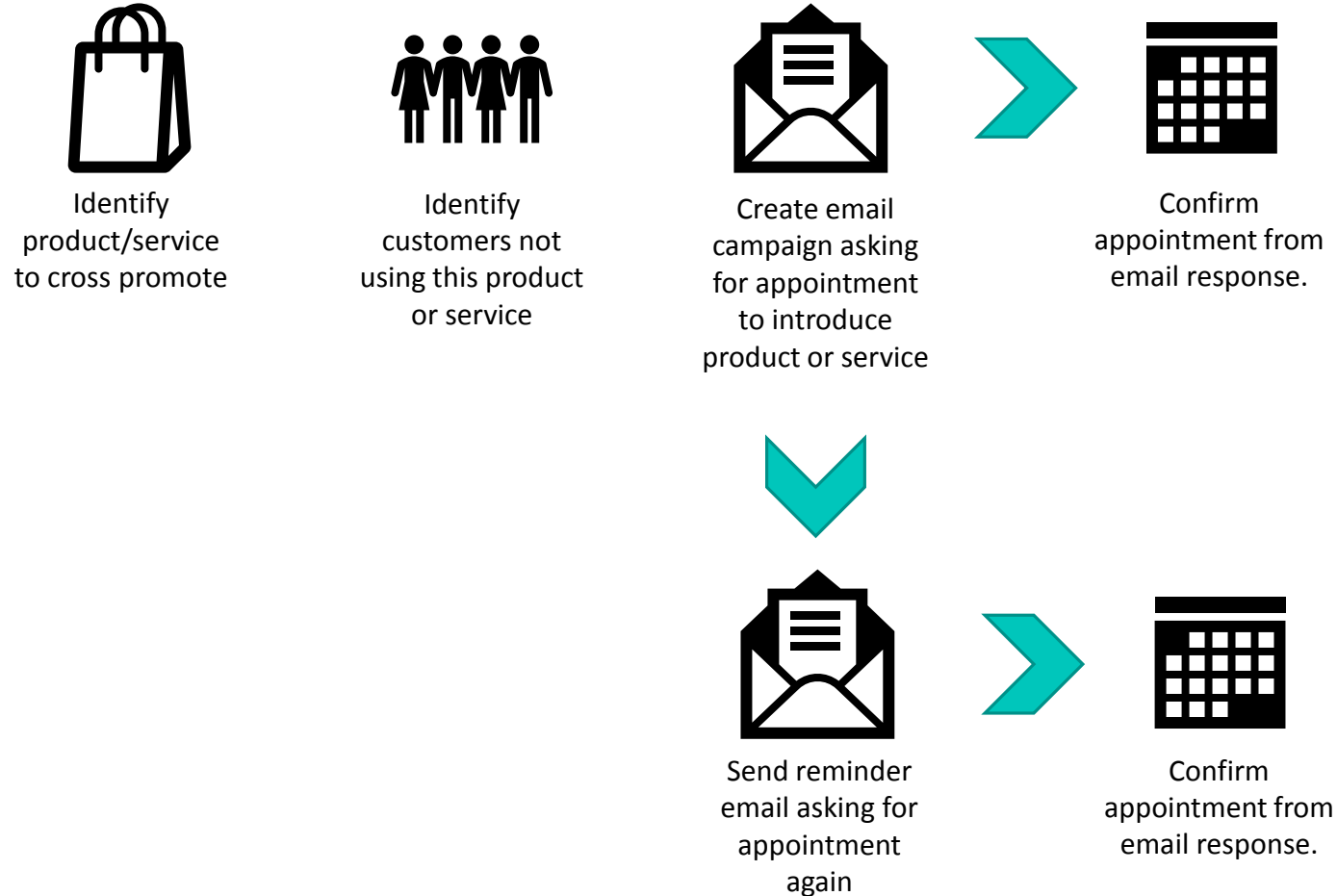
Send out an email campaign or mail a letter telling your clients about:

- A new product or service OR
- A product or service they are not currently using.

In this example we are using a simple email campaign with autoresponders to existing customers only.



The Workflow



Not all of your customers use every product or service you offer.

Some may not know you offer something else. This is a great opportunity to let them know.

Since they already know you and your business, getting that appointment or order is far easier than approaching someone who is yet to work with your company.



The Initial Email



Create email campaign asking for appointment to introduce product or service

Subject Line: [Customer First Name] An idea for you

Hey [Customer First Name],

I was going through your file today and noticed you are not using our [insert product or service].

This [product/service] would be of benefit to you [insert reason].

I'd love to meet with you to discuss this further, here's a link to my calendar to schedule an appointment at your convenience.

[Insert schedule link]

Looking forward to our discussion.

Talk soon,
[Your name]

[Company Signature]

Other Subject Line Ideas:

- Something to consider
- Thought you might like this
- This might be of benefit to you

Scheduling Apps

- Freebusy – free scheduling app
- vCita – is another with more options
- choose an app right for you

When your customer clicks the scheduling link the autoresponder series ends. If they do not click the link in two days, send the next email campaign



The Initial Email



Create email campaign asking for appointment to introduce product or service

Subject Line: Did you miss this?[Customer First Name]

Hey [Customer First Name],

Just touching base to make sure you didn't miss this email the other day:

I was going through your file today and noticed you are not using our [insert product or service].

This [product/service] would be of benefit to you [insert reason].

I'd love to meet with you to discuss this further, here's a link to my calendar to schedule an appointment at your convenience.

[Insert schedule link]

Looking forward to our discussion.

Talk soon,
[Your name]

[Company Signature]

This follow-up email would be sent 2-3 days after the initial email if no response was received.

If after 2-3 days, still no response, follow-up with a phone call, and/or wait a month and try sending it again.

THIS IS A VERY BASIC CAMPAIGN. It is so simple you could very well do this one manually.

But what if – it was built into a system, that all you had to do was click a button to initiate the campaign?

TIME SAVED!
Your Sales Team CAN REACH OUT TO MORE CUSTOMERS, MORE OFTEN!

Contact Us to Get Started with SharpSpring today!
905-734-8273

Introductory Offer: Save 50% on-boarding fee if committed by December 19th.

